

WIC Messenger

January 2014



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Welcome Tina Bernier, New Vendor Manager



We are excited to announce that Tina Bernier accepted a position with WIC as the Program Vendor and Data Manager. She came to us from the Maine CDC Childhood Lead Poisoning Prevention Program. Tina began her new position with us December 30, 2013. Join us in welcoming her to WIC!

Changes to WIC-Approved Food List Coming Soon

Changes to the Maine WIC approved food list are coming in the spring of 2014. Here are some of the highlights:

- Cheese will be allowed in 2 8-ounce packages or 1 16-ounce package only.
- Whole grains (bread, brown rice, oatmeal, and tortillas) will be allowed in one pound (16 ounce) packages only, unless specified on the WIC check.
- Soy Beverages: Refrigerated Silk Soymilk Original will be approved in half gallon and quart sizes.
- Fish: Canned salmon will be approved in a 14.75 - 15 can, in addition to the 5 and 6 ounce cans.
- Goat's Milk: No goat's milk will be approved.
- Breakfast Cereal: Several breakfast cereals have been added.

New food lists will be forwarded to all the stores as soon they become available in 2014. Once stores receive the 2014 food list, it will take approximately 4 months for the new food lists to be provided to all WIC participants. Please continue to allow the items on the December 2011, September 2012 and February 2013 food lists during this transition time.

Wonder 100% Whole Wheat Bread

Effective immediately, Wonder 100% Whole Wheat bread in a 16 ounce loaf is a Maine WIC approved bread. One pound packages of whole grain bread can be difficult for participant to find and stores to provide. We ask stores to allow WIC participants to purchase this bread at this time. We apologize for any confusion and greatly appreciate your assistance with this change.



EBT Update



We are pleased to announce that eFunds Corporation/FIS has been awarded the contract as the implementation vendor for the Maine WIC EBT system. eFunds Corporation/FIS has implemented WIC EBT in several other states. They will be working with Maine and Massachusetts WIC concurrently in implementation of both states' WIC EBT systems. We look forward to working closely with them on this very exciting project. We expect to have the contract finalized and begin work with eFunds Corporation/FIS early in 2014.

Scott Sloan has been hired as the project manager. Kayla Cole will be working with us as business analyst and content expert on the project. Scott begins his work on January 6, 2014. We welcome Scott to WIC.

Know When to Say No to a WIC Check

Do not accept a Maine WIC check if:

1. The check is already signed (not signed in front of the cashier);
2. The check appears to be altered;
3. The customer does not have their WIC ID folder;
4. The date of the sale is outside of the valid dates printed on the check.
5. The MICR line on the bottom if the check is missing or contains odd symbols.



Most stores in Maine are not authorized to accept any other state's WIC check.

Help us Prevent Fraud



If you suspect a WIC participant or store of fraud, please notify us at 1-800-437-9300 or on our website at www.wicforme.com. You can also report suspected fraud for both WIC and SNAP (Food Stamps) on the website of the Office of the Inspector General (OIG) at <http://www.oig.dot.gov/Hotline>.

Feedback on "Test Your WIC Knowledge"

We have received positive feedback regarding the "Test Your WIC Knowledge" section in our last newsletter, so we have listed some additional "Test" questions on page 3 of this issue. You will find the answers on page 4.

We appreciate your feedback on these newsletters. If you have ideas for future newsletters topics, please contact us.

- Send a message to us at www.wicforme.com
- Contact Ana Scovil, Vendor and Data Specialist, at 207-287-5366 or by e-mail at Ana.Scovil@maine.gov.



Test Your WIC Knowledge (answers on Page 4)

Nutella© can be substituted for peanut butter.

True False

Individually wrapped cheese slices are not an authorized WIC product.

True False

The WIC customer must pay the 5 cent bottle deposit when purchasing bottled fruit juice.

True False

A WIC customer may purchase three 12-ounce boxes of WIC-approved breakfast cereals using one WIC check.

True False

5. You can ask a WIC customer to use a special register.

True False

6. The date of the WIC transaction must be on or between the First and Last Dates to Use printed on the WIC check.

True False

7. Infant formula purchased with a WIC check may be returned to the store for cash or credit.

True False

8. WIC checks must be deposited to the store's bank account within 90 days of the First Date to Use printed on the check.

True False

9. The signature of the customer on the WIC check must match one of the signatures on the back of the WIC ID folder.

True False

10. Red potatoes may be purchased with the WIC Fruit and Vegetable (Cash Value) Voucher.

True False

The WIC customer may pay the difference if the total cost of the fruits and vegetables exceeds the dollar value printed on the WIC Fruit and Vegetable (Cash Value) Voucher

True False

12. The UPC code on Infant formula being purchased must match the UPC code for the formula printed on the WIC check.

True False

The WIC customer may select soft corn or wheat tortillas instead of bread.

True False

The WIC customer must purchase everything listed on their WIC checks.

True False

Price surveys assist the WIC Program in tracking increases of product prices so that fewer checks reject at the bank.

True False

A store must be authorized to accept SNAP (Food Stamps) in order to be authorized to accept WIC.

True False

The WIC customer may select 4 cans of black beans instead of 1 jar of peanut butter.

True False

Answers to Test Your WIC Knowledge

- False. Nutella® is not an authorized product and substitutions are not allowed.
- True. Individually wrapped cheese slices are not authorized.
- True. The WIC customer must pay the 5 cent bottle deposit on bottled juice.
- True. WIC participants may purchase three 12-oz boxes of cereal. Participant may not purchase cereal in boxes smaller than 12 ounces.
- False. You may not in any way single out a WIC participant.
- True. The date of the sale must be on or between the First and Last Dates to Use printed on the WIC check.
- False. The customer must return infant formula purchased with a WIC Check to the WIC office.
- False. WIC checks must be deposited within 60 days of the First Date to Use printed on the check.
- True. The cashier must compare the signature on the check to the signatures on the WIC ID folder. The ID folder is considered the WIC customer's identification. No other form of identification may be requested or used.
- False. Only sweet potatoes and yams are approved. White potatoes (white, red, Yukon, russet or purple potatoes) are not approved.
- True. The WIC customer must pay the difference if they choose to purchase items that cost more than the value of the check. The amount written in the price box on the check must be equal to or less than the value printed on the check. If the amount written is greater than the printed value, the check will reject and your store will not be paid any amount over the value of the check. Checks cannot be combined.
- True. The WIC customer may only purchase the formula that is listed on the check and the UPC code on the formula must match the UPC code on the check.
- True. The WIC customer has the option to select bread, soft corn or wheat tortillas, oatmeal, or brown rice when their check lists a whole grain item.
14. False. You may not require the customer to purchase all of the food items listed on their WIC check.
- True. Price surveys assist the WIC Program in several ways, including tracking increases of product prices, which in turn helps to reduce the number of checks that are rejected at our bank for exceeding the amount allowed for that check type.
- True. A store must be authorized by SNAP (Food Stamps) prior to being authorized to accept WIC. Termination of the store's SNAP license for any reason constitutes grounds to terminate the store's Vendor Agreement with WIC.
- True. The WIC customer has the option to select 1 jar of peanut butter, 4 cans of plain beans or 1 pound of dried beans/peas/lentils when printed on their WIC check. Please see our October 2013 newsletter for further information on these products.



Price Surveys Due in January 2014

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Questions? Need supplies? Contact Us.
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